



Marketing IT Products and Services

Jessica Keyes

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Characterized by lightning quick innovation, abrupt shifts in technology, and shorter lifecycles, the marketing of IT products and services presents a unique set of challenges and often requires IT managers and developers to get involved in the marketing process. **Marketing IT Products and Services** is written to help busy IT managers and marketing managers get up to speed quickly and easily on what's needed to develop effective marketing strategies and campaigns.

Focusing on the unique issues involved, this one-stop resource provides everything needed to understand the roles, responsibilities, and management techniques essential for the development of successful strategies. It covers strategic market planning, targeting markets, researching markets, understanding the competition, integrating market and sales strategies, nuances of global markets, developing marketing budgets, pricing, and implementing marketing campaigns. A plethora of appendices included on the book's CD allows you to get up and running right away.

Aside from a complete marketing glossary, two complete marketing plans—one for a hardware product; the other for a software product—enable you to bypass the "scut" work of developing a marketing plan so you can focus on the creative aspects of marketing. Because a marketing plan is closely aligned with an organization's business and strategic plans, this book provides you with templates for both of these, as well as a template for that all-important business plan executive summary.

The CD also features loads of fill-in templates including customer and competitor analysis surveys, sample press releases, letters of agreement, demographic and target market worksheets, and cost benefit forms. If you have a marketing need, this book has an effective template to meet that need.

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